



## Michigan Public Purchasing Officers Association

416 South Cedar Street Suite C • Lansing • MI • 48912 • 517.886.2794  
[www.MPPOA.net](http://www.MPPOA.net)

FOR IMMEDIATE RELEASE

JANUARY 20, 2015

CONTACT: Maryellen Jansen, CMP

Phone: 517.886.2794

Email: [info@mppoa.net](mailto:info@mppoa.net)

### **Reverse Trade Fair Turns Tables on Traditional Sales Exhibitions**

GRAND RAPIDS, MI - There is something quite simple about the economics of selling goods or services: the better informed you are, the more likely you will increase sales. Why wouldn't publicly funded agencies come together at one location to inform businesses how to do business and tell them of upcoming business opportunities? Why wouldn't businesses not save marketing dollars and come to this event to meet with public purchasing agents and to become better informed? That's exactly what the Michigan Public Purchasing Officers Association (MPPOA) inspires at a Reverse Trade Fair. The MPPOA will host a Reverse Trade Fair on March 13, 2015 at the DeVos Place in Grand Rapids.

The MPPOA Reverse Trade Fair turns the tables on traditional Vendor Expositions. Member agencies of the MPPOA set up the tables, and vendors from around the region and state go from table to table, learning how to effectively market their goods and services to each unique agency. It's virtually a one-stop meeting-place for vendors, who purchase tickets to attend the fair, to make personal contact with buyers covering a vast geographic region of the state. The fair started in 2008 and is now the MPPOA's largest signature outreach event: 31 public agencies attended the event in Sterling Heights last year. Proceeds of the fair help fund the MPPOA's Educational Scholarships.

"The MPPOA Reverse Trade Fair is always a highlight of MPPOA's calendar," says Lisa Cummins, CPPB, Purchasing Manager of the City of Rochester Hills and MPPOA President. "MPPOA Reverse Trade Fair features purchasing professionals who spend in excess of \$1 BILLION annually on goods and services ranging from office supplies to building construction. This is an opportunity for vendors to meet, greet, and connect with public purchasing professionals from various public agencies throughout the state."

The Reverse Trade Fair is held during "Purchasing Month" in March every year. Purchasing Month, established by the National Institute of Governmental Purchasing, celebrates and acknowledges an elite group of professionals that have made a difference in governmental efficiency and effectiveness. Event information and registration is located at [www.mppoa.net](http://www.mppoa.net).

MPPOA is a non-profit association of purchasing officials from publicly funded agencies such as cities, counties, schools, colleges, road commissions and agencies from various levels of government. Organized in 1971, MPPOA includes individuals or their agencies who are employed by or are elected representatives of a public agency or institution and whose duties consist, in whole or part, of procuring materials, supplies, equipment or professional and contractual services.

###

MISSION: THE GOAL OF MPPOA IS TO PROVIDE QUALITY SUPPORT SERVICES TO THE PUBLIC PURCHASING PROFESSIONALS OF MICHIGAN. THIS MISSION IS ACCOMPLISHED THROUGH MEMBERSHIP NETWORKING OPPORTUNITIES, EDUCATIONAL SEMINARS AND COOPERATIVE PURCHASING ARRANGEMENTS. THROUGH THESE EFFORTS, THE PUBLIC INTEREST OF OUR CITIZENS WILL BE PROMOTED BY SECURING GOODS AND SERVICES IN AN ETHICAL AND COST-EFFECTIVE MANNER.